

15 April 2021

Queensland returns to 'COVID-normal' and more restrictions eased

MOOLOOLABA TRIATHLON, SUNSHINE COAST



This morning Queensland returned to 'COVID-normal' with the removal of restrictions that have been in place over the past fortnight. Businesses no longer need to display any of the posters TEQ has provided over the past fortnight.

Restrictions have also been further eased for outdoor businesses and events:

- All restrictions previously in place for outdoor based businesses, activities and undertakings have been removed*.
- Outdoor events do not need an Approved COVID Safe Plan or Checklist unless the event is a music festival or involves dancing.
- Site specific COVID Safe Plans will continue to be in effect.

*Businesses considered a Restricted Business, Activity or Undertaking - which includes tourism experiences, theme and amusement parks, zoos, accommodation and many more - must continue to operate within the [COVID Safe Framework](#), even if their operations are solely outdoors.

Please ensure you are familiar with the latest updates to the Restricted Business, Activity or Undertaking Direction. There is a summary of the recent changes and helpful Q&As available to assist businesses to understand the requirements.

All hospitality businesses are reminded that use of the [Check In Qld app](#) will be mandatory from 1 May, with all other businesses also strongly encouraged to use the app. The ease for both the business and the customer is a strong reason to implement this system in your business.

[SEE THE NEW DIRECTION](#)

MORETON ISLAND, BRISBANE



Positive signs for the tourism industry

Airports, airlines and tourism booking platforms have all enjoyed strong surges in demand from travellers looking to book Queensland holidays in the past week, showing

positive signs for the industry's ongoing recovery.

The recent surge in demand comes on top of a successful Christmas school holiday period, where latest Tourism Research Australia (TRA) figures show the January holiday season brought the most visitors and visitor spend for Queensland in the past year. Visitors spent \$1.9 billion in Queensland in January 2021, up from \$1.3 billion spent in December 2020.

TRA's 'Tourism Recovery Scenarios' report, also released last week, showed Queensland was mostly likely to recover faster than any other state or territory, returning to pre-pandemic 2019 domestic tourism levels around March 2022.

[READ MORE](#)



New dashboard to track mobility data

TEQ's new Regional Overnight Mobility Dashboard is an interactive dashboard that provides a regional overview of the profile of domestic overnight visitors by month. It shows where visitors came from, highlighting the size of the interstate vs intrastate markets. It then breaks down visitation to regions within the inter and intrastate markets by visitors' home location.

[SEE THE DATA](#)

Guest feedback data now a formal part of Quality Tourism Framework

The Quality Tourism Framework has introduced ReviewPro into their awards



program scoring. Australian Tourism Industry Council members have access to a version of the ReviewPro dashboard where they can measure their online reputation, benchmark themselves against industry group averages, and view real guest feedback, whether that be the breakdown of written reviews as provided by semantic analysis or satisfaction ratings left by consumers.

This means that for the [Queensland Tourism Awards](#), ReviewPro GRI will now count towards 20 per cent of the total score available for relevant entry/awards categories. This is the first time consumer ratings and perceptions have been incorporated into judging the awards.

[READ MORE](#)

Business support and opportunities

CrisisReady workshop

2:00pm – 4:00pm, Thursday 22 April, virtual

Queensland Tourism Industry Council (QTIC) and EarthCheck invite tourism and events businesses to an interactive workshop which will provide access to the CrisisReady App, a set of business continuity planning templates, an enhanced understanding of crisis planning and management and access to the CrisisReady toolkit. [Register here.](#)

TEQ's Conversations with Industry events

Sunshine Coast: 2:00pm - 5:00pm, Wednesday 28 April 2021

Fraser Coast: 10:00am - 2:00pm, Thursday 6 May 2021

Connect with the latest insights, TEQ's marketing and event activities and opportunities to get involved. Presentations will be specifically tailored for each region to maximise the benefits you'll receive by attending this event.

Attracting Domestic Chinese Tourists

2:45pm - 5:00pm, Thursday 29 April 2021, Brisbane and online

The Australia China Business Council QLD invites members and friends to join this tourism market update and hear from industry experts on strategies to attract domestic Chinese tourists, including marketing platforms and channels and how domestic Chinese visitors differ from and are similar to the inbound Chinese market. The session will also cover a discussion on Chinese inbound tourism demands post COVID-19 and preparing for the changing needs of the 'new' Chinese traveller once borders re-open. [More information and register here.](#)

INDUSTRY CALENDAR

Quick snippets

New Zealand marketing campaigns launched - [Tourism Australia](#) launches 'Be the first', [TEQ](#) is gearing up the market to launch 'Good to Go' in full swing from Monday, [Destination Gold Coast](#) is telling kiwis 'We're on!' and the [Sunshine Coast](#) has extended its 'For Real' campaign across the ditch.

[Public voting is now open for the Top Tourism Town Awards](#). There are 37 finalists in the running from across the state in two categories - Top Tourism Town Award (a town or city with a population over 5,000) and Small Tourism Town Award (a town with a population below 5,000). Voting is open now and will close at 11:59pm, Monday 26 April 2021.

[Alliance Airlines have launched daytrip tours](#) from Brisbane to Winton in Outback Queensland.



Please ensure industry.news@corp.e.queensland.com is on your 'safe' list to ensure you continue to receive our updates.

Feedback on Eye on Q is welcomed at industry.news@queensland.com.

TEQ is working towards becoming a White Ribbon Accredited Workplace.

Tourism and Events Queensland acknowledges the Traditional Owners of Country and recognise their continuing connection to land, waters, culture and community. We pay our respects to Elders past, present and future.

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